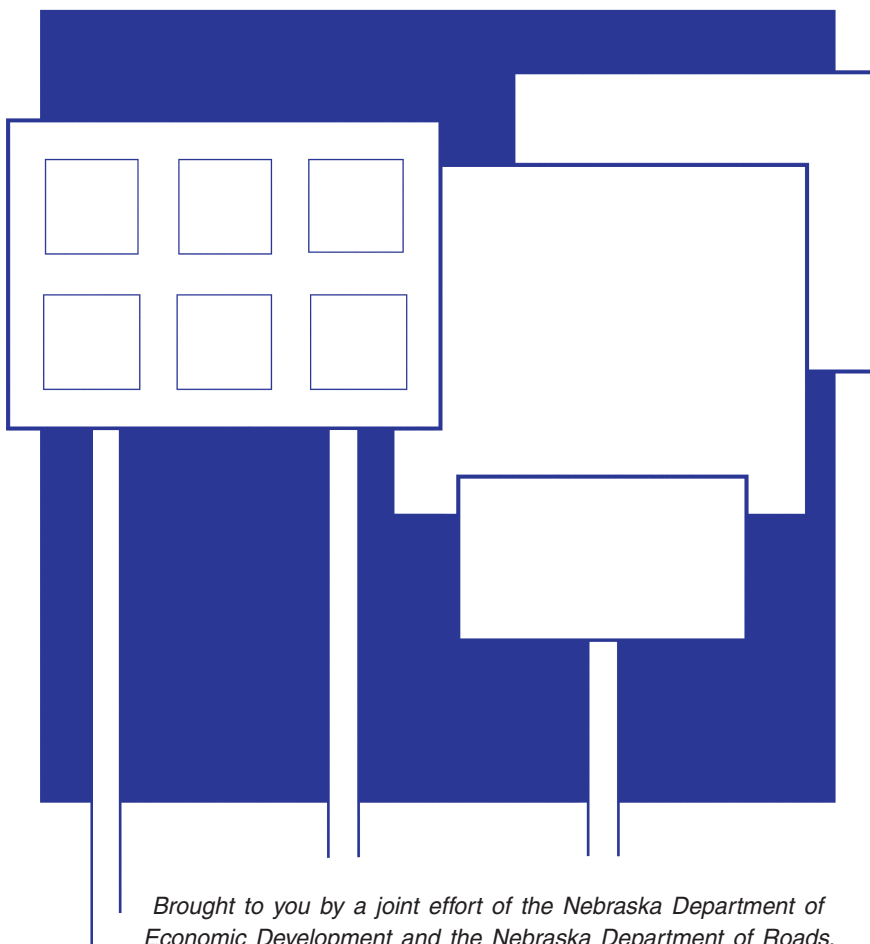


So you want a sign?

- A Guide to Highway Signs -



*Brought to you by a joint effort of the Nebraska Department of
Economic Development and the Nebraska Department of Roads.*

So you want a sign?

This guide is intended to provide Nebraskans with some basic information about highway signing and to help them locate assistance when considering a request for such signing.

Certain types of information signs can be located along our state's highways within the highway right-of-way and outside the right-of-way on private property. **This brochure is designed to generally acquaint you with the types of signs available for placement on or adjacent to the highway right-of-way.** However, the space available in this brochure does not allow us the opportunity to provide all the detailed rules and regulations that apply to signs.

Each situation is unique and must be thoroughly studied to determine if it meets the specific eligibility criteria for each type of sign, and to determine if all the required conditions are met for placing a sign in the right-of-way or to permit a sign off the right-of-way.

If you want to know *who* to contact about highway signs, *where* to get help, and *what* highway signs are available to the public and to private businesses—read on. And, you will find a “starter” application form at the back of this brochure.

Highway signs...

let's take a look

Commercial activities and business enterprises which include, but are not limited to, restaurants, motels, gas stations, and campgrounds, may qualify for:

- **On-Premise Signs**

- **Advertising Signs**

Contact your district Department of Roads (DOR) Sign Permit Office

- **Logo Signs**

Contact Nebraska Logos, Inc.

- **Tourist Oriented Directional Signs (TODS)**

Contact Nebraska Logos, Inc.

For public places owned or operated by governments or their agencies:

- **Directional Signs Off the Right-of-Way**

- **On-Premise Signs**

- **Advertising Signs**

- **Official Signs Off the Right-of-Way**

Contact your district DOR Sign Permit Office.

- **Official Signs On the Right-of-Way**

Contact the DOR Traffic Engineering Division.

- **Tourist Oriented Directional Signs (TODS)**

Contact Nebraska Logos, Inc.

For private attractions—including areas of natural phenomena, historic, cultural, scientific, educational, and religious sites; and areas of natural scenic beauty or naturally suited for outdoor recreation:

- **Official Signs On the Right-of-Way**

Contact the DOR Traffic Engineering Division.

- **Directional Signs Off the Right-of-Way**

- **On-Premise Signs**

- **Advertising Signs**

Contact your district DOR Sign Permit Office.

- **Tourist Oriented Directional Signs (TODS)**

Contact Nebraska Logos, Inc.

Important

Many of these signs will require a permit before they may be erected.

Phone numbers and addresses for contacts appear on page 9.

“Official Sign,” “On-Premise Sign”

What exactly are all these signs?

On-Premise Signs

These signs are subject to the control of the Nebraska Department of Roads if they are adjacent to a primary highway (as so designated by the DOR) or the interstate. They are signs that you own and erect on your property, and they advertise goods or services available on your property.

Any sign on which you sell advertising space or for which you receive any payment from others, for any reason, is not considered to be an on-premise sign. Restrictions apply for the number of these signs you may have, as well as size, spacing, and lighting.

Advertising Signs

These signs are subject to the control of the DOR if they are adjacent to a primary highway (as so designated by the DOR) or the interstate. These signs are only allowed in commercial or industrial areas. In those cities and counties with zoning, the signs must be located in zoned commercial or industrial areas. Further restrictions apply to zoned or unzoned areas adjacent to interstate highways.

In cities and counties without zoning, the signs must be in unzoned commercial or industrial areas. These signs must be located on private property and you must have a lease with the landowner. You may own the sign or you may lease advertising space from a sign company which would own and erect the sign. Restrictions apply for the size, spacing, and lighting.

Logo Signs

These signs are owned and erected by the DOR's agent, Nebraska Logos, Inc. They are located in the right-of-way on interstate and primary highways. To qualify, you must have a business that furnishes gas, food, lodging, or camping and meet the criteria established by rules and regulations.

TODS

TODS stands for “tourist oriented directional signs.” They are owned and erected by a contracted agent for the Department of Roads. TODS are located in the right-of-way on rural highways, and cannot be erected on the interstate or interchanges on expressways. (Signs may be allowed at other locations, including intersections on an expressway.) To qualify, a major portion of your income must be derived from the activity or visitors to your business, in its normal season, from motorists not residing in the immediate area. In addition, the activity must meet the criteria established by rules and regulations.

Directional Signs Off the Right-of-Way

These signs are subject to the control of the DOR if they are adjacent to a primary highway (as so designated by the DOR) or the interstate. These signs are located on private property and either owned by you or a sign company. The message on these signs must be limited to identification of the activity and directional information to assist in locating it. Descriptive words, phrases, or pictorial representations are not permitted. There are limitations on the number of these signs, as well as size, spacing, and lighting criteria which apply to these signs. In addition, there are limits on how far away these signs can be from the advertised activity.

Official Signs On the Right-of-Way

These signs are owned and erected by the DOR. They include regulatory, warning, construction, and guide signs necessary for the safe movement of traffic. Traffic generators and certain public-owned facilities may be eligible for guide signs on interstate or state highways depending on amount of traffic generated, their location relative to the highway, and their hours and type of operation. Commercial activities do not qualify for these signs.

Official Signs Off the Right-of-Way

These signs are subject to the control of the DOR if they are adjacent to the primary highway or interstate. Official signs are owned and maintained by governmental agencies within their territorial jurisdiction. The signs must be authorized or required by law or an ordinance directing official duties and responsibilities of that agency. Official signs cannot advertise any product or service. Restrictions apply for size, spacing, and lighting.

What is possible ...

and what is not

Following are a few descriptive “examples” of business situations in a Question and Answer format. Hopefully, these representative questions will give you an idea of possibilities and conditions appropriate for highway signing.

“County Historical Society Museum”

Q I manage a county historical society that is a nonprofit operation, supported through some public funds, donations, and a small admission charge. The museum is open year-round, seven days a week, eight hours per day, except for major holidays, and has an annual attendance of 11,000. It is located in the city limits of the county seat (population 1,500) along the route of an east-west state highway and about a mile east of the intersection in the community with a north-south U.S. highway. What kind of highway signs can we get erected, both in the community and outside the community, to inform drivers of the museum?

A You are eligible for official museum signs on the right-of-way from each direction on the nearest highway to your facility, in this case, the east-west state highway. If the museum is visible from the highway and on-premise signs are visible, no right-of-way signs would be installed.

Signing under the TODS program may be available on the north-south highway.

Off the right-of-way, you may be able to erect official, on-premise, directional, and commercial advertising signs.

“Motel and Restaurant”

Q I am developing a 40-unit motel and restaurant on rural property two miles south of Interstate 80 along a U.S. highway. The property is in a good location to attract many unplanned or “impulse” stops, provided signs can be strategically located along Interstate 80 to attract the attention of drivers. So I am interested in learning about a full range of possible signs I see along Interstate 80, including logo signs, “jumbo” on-premise signs, and billboards. What are the rules and regulations covering these different types of signs?

A Perhaps you will want to consider the Interstate logo signing program, as this situation is not eligible for state furnished signs, because it is operated “for profit.”

Off the right-of-way, you may be able to erect on-premise and commercial advertising signs.

“Guest Ranch”

Q My wife and I have started operating a guest ranch, offering horseback rides, hay wagon rides, fishing, cookouts, and other experiences on a working cattle ranch in the Sandhills. Our guest ranch season is five months long, from May 15 through October 15. The ranch is reached by driving north 40 miles from Interstate 80 on a state highway, and then west 2 miles on a county road. The only sign that now exists for the guest ranch is on our front gate. What kind of highway signs and how many can we get? What are the likely costs? And who should we contact? We are interested mainly in signs that give directions.

A Since your facility is operated “for profit,” it is not eligible for state furnished right-of-way signs. You may wish to consider the TODS.

Off the right-of-way, you may be able to erect on-premise, directional, and commercial advertising signs.

Are you interested in highway signing for your business?

If you wish to proceed with a highway sign request for your business, please complete and send in the form provided. The more details you include in this initial application, the better. A written response will be returned from the Department of Roads. If you qualify for signing, the Roads Department will work with you to complete the necessary paperwork. If you have further questions or concerns, please contact the Nebraska Department of Roads' Traffic Engineering Division.

For more info ...

give a call

Contact these folks for assistance or for more information:

Department of Roads District Offices

District 1

302 Superior St.
Lincoln, NE 68521
(402)471-0850

District 2

4425 S. 108th St.
Omaha, NE 68137
(402)595-2534

District 3

408 No. 13th St.
Norfolk, NE 68702
(402)370-3470

District 4

211 N. Tilden
Grand Island, NE 68803
(308)385-6265

District 5

140375 Rundell Rd.
Gering, NE 69341
(308)436-6587

District 6

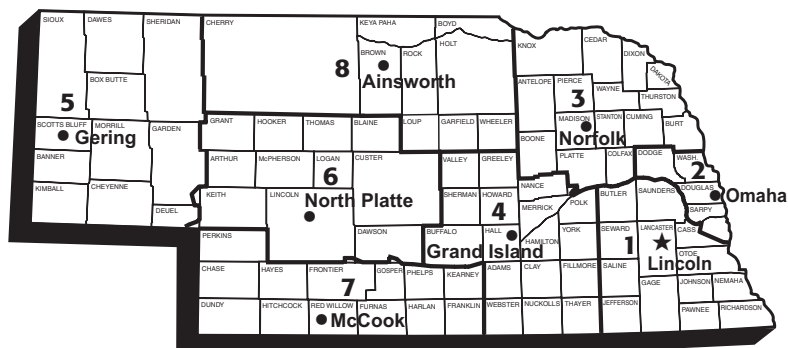
1321 N. Jeffers
North Platte, NE 69101
(308)535-8031

District 7

619 Auditorium Dr.
McCook, NE 69001
(308)345-8490

District 8

736 E. 4th St.
Ainsworth, NE 69210
(402)387-2471



Traffic Engineering Division
NDOR State Headquarters
P.O. Box 94759
Lincoln, NE 68509-4759
(402)479-4594

Nebraska Logos, Inc.
315 South 9th Street
Suite 207
Lincoln, NE 68508
(402)435-5646
(800)333-6467

*Please provide the needed information and all details requested here.
If you need additional space, write on the back of this form and send it to your district office (see page 9).*

BUSINESS NAME:		TELEPHONE NO.:								
ADDRESS:										
CITY:	STATE:	ZIP CODE:								
TYPE OF BUSINESS OR ORGANIZATION:	LOCATION OF YOUR BUSINESS OR ORGANIZATION:									
TYPE OF SIGN YOU ARE INTERESTED IN: <table border="0"> <tr> <td><input type="checkbox"/> On-Premise Sign</td> <td><input type="checkbox"/> Directional Sign Off the Right-of-Way</td> </tr> <tr> <td><input type="checkbox"/> Advertising Sign</td> <td><input type="checkbox"/> Official Sign On the Right-of-Way</td> </tr> <tr> <td><input type="checkbox"/> Logo Sign</td> <td><input type="checkbox"/> Official Sign Off the Right-of-Way</td> </tr> <tr> <td><input type="checkbox"/> Tourist Oriented Directional Sign (TODS)</td> <td></td> </tr> </table>			<input type="checkbox"/> On-Premise Sign	<input type="checkbox"/> Directional Sign Off the Right-of-Way	<input type="checkbox"/> Advertising Sign	<input type="checkbox"/> Official Sign On the Right-of-Way	<input type="checkbox"/> Logo Sign	<input type="checkbox"/> Official Sign Off the Right-of-Way	<input type="checkbox"/> Tourist Oriented Directional Sign (TODS)	
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<input type="checkbox"/> Tourist Oriented Directional Sign (TODS)										
HOURS OF OPERATION:	DAYS OF THE WEEK OPEN TO THE PUBLIC:	LENGTH OF SEASON OR MONTHS YOU OPERATE DURING YEAR:								
OTHER COMMENTS OR DETAILS ABOUT YOUR OPERATION:										
APPLICANT'S SIGNATURE:		DATE:								